

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Tourism Promotion – Release of Advertisement to publish in “Housecalls” a bimonthly general interest magazine – March-April & May-June 2008 issue, through M/s. Livewires Advertising Private Limited – publication Charges –Sanctioned - Orders – Issued

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.850

Dated: 25 -08 -2008

Read the following:

- 1 Govt Lr. No. 29041/PMU/PRO/2007, YAT&C (PMU) Department. dt. 08-08-2007
  - 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
  - 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
  - 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
  - 5 Release Order No.113/Display-PP/Advt.I-2/2007-08, I&PR Department, dt.13.8.2007
  - 6 Invoice No. Advt-079, M/s. Livewires Advertising Pvt. Ltd., Hyderabad, dt. 07.05.2008
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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released on advertisement to publish in “Housecalls” a bimonthly general interest magazine, through M/s. Livewires Advertising Pvt. Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement in March-April, 2008 & May-June 2008 issue, the advertising agency has submitted a bill amounting to Rs.1,60,000/- for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs.1,60,000/- (Rupees One Lakh Sixty Thousand only) towards service charges of publication of the advertisement in “Housecalls” a bimonthly general interest magazine.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism, - 260 – Advertisements, sales and publicity Expenses.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt. Ltd., Hyderabad, after deducting the Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT

To  
The Media Executive, M/s. Livewires Advertising Pvt. Ltd., Hyderabad  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs

//Forwarded :: By Order//

SECTION OFFICER